

POLBENG BUSINESS EXPO CHAPTER II

(Case Study on Donat Aisy and Es Teh Viral MSMEs)

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ABSTRACT

This study aims to analyze the implementation of digital marketing as a marketing strategy for Donat Aisy and Es Teh Viral MSMEs in the Polbeng Business Expo Chapter II. The implementation of digital marketing is carried out through the creation of MSME profiles, promotional videos, product catalogs, the use of social media, the implementation of QRIS, and assistance in financial reporting. The results show that digital marketing strategies are able to increase product visibility, attract consumer interest, facilitate transactions, and strengthen MSME branding. The expo activities also serve as an effective promotional medium in supporting the development and sustainability of local MSMEs.

Keyword: Digital Marketing, Marketing Strategy, MSMEs, Donat Aisy, Es Teh Viral, Polbeng Business Expo, Social Media, QRIS, Product Promotion.